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USE OF SOCIAL NETWORKING AND SOCIAL MEDIA IN LIBRARIES

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ABSTRACT

The changing roles of academic information professionals are fundamentally restructuring the way they provide services to their organizations in response to budgetary pressure and technology development. Social Networking is rapidly infiltrating the information environment, and it is essential that librarians understand how best to use these sites and tools with their work to better serve their users and reach people who have never before used the library. The use of internet band social media programs to make connections with friends, classmates, customers and clients. SN has become popular in the modern days.

KEYWORDS: Social Networking, internet, digital technology, social media, ICT.

INTRODUCTION

According to internet application glossary Social



Networking (SN) is the practice of expanding the number of one's business and for social contacts by making connections through individuals. SN sites include, Facebook, twitter, LinkedIn, Google etc.

Wikipedia: Is a free open content online encyclopedia created through the collaborative effort of a community of users known as wikipedians.

The use of internet band social media programs to make connections with friends, classmates, customers and clients. SN can be done for social purpose, business purposes or both. The program show the association between individuals and facilitate the acquisition of contacts, ex. of SN have included Facebook, Twitter, LinkedIn, Classnotes.com and help.

Digital technology: The use of websites or their online technology to communicate with people's share information resources etc.

The changing roles of academic information professionals are fundamentally restructuring the way they provide services to their organizations in response to budgetary pressure and technology development. Social Networking is rapidly infiltrating the information environment, and it is essential that librarians understand how best to use these sites and tools with their work to better serve their users and reach people who have never before used the library.

As online SN sites rapidly infiltrating the information environment over the past few years. And it is questions and explore that librarians understand how best to use this technology in libraries. How to give better services to their users and reach people who have never before used the library.

What is the difference between SN and SM: We see that main difference is bidirectional information sharing and interaction it is SN (Social Networking) and unidirectional information broadcasting is SM (Social Media).

We must recognize that technological developments in the past 30 years have rapidly transformed the information management environment. In creating academic libraries are migrating from print bases to digitally base collections. Traditional reference collections usually focused on print reference sources and access tools occasionally incorporating serials such as explosion of knowledge is increased day to day an on information basis.

Computer society and the 'knowledge society' frequently inspire speculation about their effects on society and political repercussion within an organization.

Social networking is an important new area of research. Social context and work practices can have a significant impact on a community's engagement with new technology systems. However, technology can also be a controlling too, empowering some users while excluding others. The community of practice approach high heights how technologies that support information use can produce a richer knowledge which can be empowering.

Networking has become necessary, it is not possible for a single library to procure the full range of library resources required by their users, increasing cost and avoiding duplication. Colleges in and around have network. Colleges having similar subject areas should come together and develop a networked environment.

College libraries should take some initiatives to automate their libraries so that they can keep space with changing trends library and information services. If they could complete the library automation stage then they can build a network to have a global visibility.

The information and communication technology has affected the libraries to the great extent, libraries use ICT to maintain house keeping operations, services, informality and extension of library facilities. The application of technology in library activities is not new phenomenon. Libraries are adopting latest technology to manage the different form of information, its communication and increasing use by patrons. The newly derivate technology that is called Information and Communication Technology (ICT) makes the tremendous impact on library operations, services, users and staff. The problem of lack if ICT trained staff, lack of training faculties, delay in retrospective conversion of documents, delay in bar-coding of documents, lack if motivation to staff for better performance and frequent changes in ICT used in libraries are faced in all libraries.

Kimberly, Banquilet say's "Social Networking sites affects one's Academic Adversely."

SN has become popular in the modern days. Most of the peoples specially teenagers and students have been attached to SNS. SN sites can affected the academic excellence of the high school students when the alternative hypothesis was accepted and the null hypothesis was rejected.

Disadvantages of SNS: It painted out that, there is lot of cyber –bullying in social sites like Facebook, Twitter, Myspace etc. Sharing and posting of any kind of media a form of work where it is free to show different media such as photos, music, videos and even texts especially sharing of their status online. Thus if appears that SNS can give disadvantages in the users especially to the young ages. SNS are popular among teenagers.

Now a days hundreds of millions of internet users participate in SN from communities, produce and consume media content in revolutionary ways.

SN internet networking internet services are changing the ways we communicate with others entertain and actually live. Educating new generations today and into the corporate rule for privacy and managing information asset in paramount to the records and information management profession.

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